

Application No. 09/960,231

REMARKS

Claims 1-8 are pending. By this Amendment, independent claims 1, 7 and 8 are amended to clarify the inherent scope of the claims. No narrowing amendments are intended.

Section 102 Rejections

Claims 1-8 stand rejected as being anticipated by Reynolds et al. This rejection is respectfully traversed.

A *prima facie* case of anticipation requires the reference to teach each and every one of the claimed elements and limitations. The Reynolds et al. fails to disclose the claimed elements and limitations of each of the independent claims of the present invention.

With respect to independent Claim1, contrary to the assertion in the Office Action, Col. 2, line 63 to Col. 3 lines 30-31 of Reynolds et al. does not teach that "at least one of the selectable zones corresponds to a plurality of selectable, predetermined video advertisement segments that present parts of a storyline." The amendment to claim 1 makes clear that at least one of the selectable zones includes a plurality of predetermined video advertisement segments, each of which presents only a part or portion of the entire predetermined video advertisement segment. When viewed together, the "selectable, predetermined video advertisement segments, each of which presents a part of a storyline" comprise a storyboard of the storyline. The entire concept of a storyboard presentation is simply not taught or suggested by Reynolds et al.

At Col. 2, line 60 to Col. 3 lines 30-31, Reynolds et al. teaches a system that "may display advertising information for viewers with an interactive television program guide" and that "[a]dvertising information" includes "regular advertisements" and "pseudo ads." This portion of Reynolds also teaches that regular advertisements are provided to "entice audiences to purchase their products," and then defines pseudo ads as "non-advertising materials that are used to encourage viewers to use the program guide for a longer period of time, thereby causing them

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to view more regular advertisement.” Although Reynolds et al. may teach a plurality of selectable advertisements and pseudo-ads, Reynolds et al. does not teach separating an advertisement or pseudo-ad into parts of a storyline, let alone teaching that these parts can be viewed in a storyboard format and individually selected by a user. Furthermore, Therefore, Reynolds et al. fails to teach the required elements of independent Claim 1.

Applicant has similarly amended independent Claims 7 and 8 to make what had previously been inherent in the claims express that at least one of the selectable zones includes selectable, predetermined video advertisement segments that present parts of a storyline. For the same reasons as set forth above with respect to Claim 1, Reynolds et al. also fails to teach the required elements of Claims 7 and 8.

Finally, because Claims 2-6 depend on Claim 1, Reynolds et al. also fails to teach the required elements of Claims 2-6.

Correction of Obvious Typographical Error in Claims 7 and 8

As originally submitted, Claims 7 and 8 each contained an obvious typographical error. Applicant has corrected these errors by adding the word “mechanism” to Claim 7 and to Claim 8. No new matter has been added with these amendments. Reference to a “mechanism” can be found in the original specification, for example, at page 6, line 24. No narrowing amendment is intended.

In view of the foregoing, it is submitted that this application is in condition for allowance. Favorable consideration and prompt allowance of the application are respectfully requested.

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The Examiner is invited to telephone the undersigned if the Examiner believes it would be useful to advance prosecution.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'BP', with a long horizontal line extending to the right.

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